

47260315 : MAJOR : DEVELOPMENT EDUCATION

KEY WORDS : MEDIA FOR ENHANCING/ENGLISH VOCABULARY IN EVERYDAY LIFE/
CARTOON ANIMATION

SITA SITTIRONNARIT : THE DEVELOPMENT OF MEDIA FOR ENHANCING
ENGLISH VOCABULARY SKILLS IN EVERYDAY LIFE BY USING CARTOON ANIMATION FOR
NINTH GRADERS. THESIS ADVISORS : ASSOC. PROF. KANCHANA KUNARAK, M.Sc.,
ANIRUT SATIMAN, Ed.D AND ASST. PROF. CHAIYOS PAIWITHAYASIRITHAM, Ed.D. pp.

The purposes of this research were : (1) to develop media for enhancing English vocabulary skills in everyday life by using cartoon animation for ninth graders to meet the selected efficient standard criterion 75/75, (2) to compare the students' learning achievement of English vocabulary before and after studying with the media, and (3) to study the students' opinions towards the media for enhancing English vocabulary skills.

The media for enhancing English vocabulary skills in everyday life, entitled "Pod the Movie" was designed and produced by the researcher. The media consisted of three - 15 minute units covering the following topics : (1) The first date, (2) Let's go to the beach, and (3) Sweet birthday.

The samples were 40 ninth grade students at the Demonstration school of Silpakorn University during the second semester, academic year 2008. The duration of the experiment covered 3 periods (50 minutes/period).

The research instruments were : (1) an interview form for needs assessment of the teacher, (2) a questionnaire for needs assessment of the students, (3) a poll of teachers in order to create a lexicon of appropriate vocabulary to be used in creating the media, (4) 3 units of lesson plans, (5) 3 units of the media, (6) a learning achievement test and (7) a questionnaire for the evaluation of the students' opinions towards using the media. The data were analyzed by percentage, mean, standard deviation, t-test of dependence and content analysis.

The results of this research were as follows : (1) The efficiency of the media for enhancing English vocabulary skills in everyday life by using cartoon animation for ninth graders was 96.67/91.92 which was higher than the standard criterion of 75/75. (2) The students' English vocabulary achievement scores before ($\bar{x} = 14.93$, S.D. = 4.76) and after ($\bar{x} = 27.58$, S.D. = 1.71) being taught by the media showed a statistically significant difference at the .05 level. The learning achievement scores after being taught were higher than before. (3) The students had highly positive opinions towards the media for enhancing English vocabulary skills.

Department of Education Foundation Graduate School, Silpakorn University Academic Year 2008
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Thesis Advisors' signature 1..... 2..... 3.....